

State of North Carolina



MICHAEL F. EASLEY
GOVERNOR

LIFE INSURANCE AWARENESS MONTH

2007

BY THE GOVERNOR OF THE STATE OF NORTH CAROLINA

A PROCLAMATION

WHEREAS, life insurance provides financial security for families in the event of death by helping surviving family members to meet immediate, ongoing and future financial obligations and objectives; and

WHEREAS, surveys consistently indicate that the vast majority of Americans believe that life insurance is an essential part of a sound financial plan; and

WHEREAS, the unfortunate reality today is that 44 percent of US households say they lack adequate life insurance protection; and

WHEREAS, when someone who provides for other family members dies prematurely, insufficient life insurance coverage often results in financial hardship for surviving family members, forcing them to take such measures as work additional jobs or longer hours, borrow money from family and friends, scale back educational plans for children, spend down money from savings and investment accounts, and move to less expensive housing; and

WHEREAS, determining how much and what kind of insurance to buy is one of the most important financial decisions consumers will ever make, individuals, families and businesses can benefit greatly from the expert advice of a qualified life insurance professional; and

WHEREAS, the Life and Health Insurance Foundation for Education (LIFE), the National Association of Insurance and Financial Advisors (NAIFA) and a coalition representing hundreds of leading life insurance companies and organizations have designated September 2007 as "Life Insurance Awareness Month," whose goal is to make consumers more aware of their life insurance needs, seek professional advice, and take the actions necessary to achieve the financial security of their loved ones;

NOW, THEREFORE, I MICHAEL F. EASLEY, Governor of the State of North Carolina, do hereby proclaim September 2007, as "**LIFE INSURANCE AWARENESS MONTH**" in North Carolina and do urge our citizens to learn more about life insurance and its benefits.



Michael F. Easley
MICHAEL F. EASLEY

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Great Seal of the State of North Carolina at the Capitol in Raleigh this twenty-ninth day of August in the year of our Lord two thousand and seven, and of the Independence of the United States of America the two hundred and thirty-second.